Claims

1   1.   A method for distributing software to a computer, the method comprising:

2   coupling at least one advertisement to the software;

3   providing the software with the coupled advertisement to the computer for

4   installation;

5   allowing the software to be used on the computer, in conjunction with the

6   advertisement;

7   recording usage data on the computer;

8   posting said usage data to an external medium;

9   after said posting, continuing to allow the software to be used.

1   2.   The method of claim 1 further comprising:

2   after a predetermine event but before said posting, preventing at least one aspect

3   of the software from being used.

1   3.   The method of claim 2 wherein the predetermine event is a predetermined

2   number of times that the software has been used.

1   4.   The method of claim 2 wherein the predetermine event is an attempt to use

2   the at least one aspect of the software.

1   5.   The method of claim 2 wherein the predetermine event is a lapse of a

2   predetermined time period.

1   6.   The method of claim 1 wherein the external medium is a server associated

2   with an advertiser of the advertisement.

1   7.   The method of claim 1 wherein the external medium is a server affiliated

2   with a financial institution.

1   8.   A method for distributing computer software to a computer, the software

2   having two aspects, the method comprising:

3   coupling an advertisement to a first aspect of the software;

4   providing the software with the coupled advertisement to the computer;

5   allowing the first aspect of software to be used on the computer, in conjunction

6   with the advertisement;

7   recording usage data on the computer;

8   preventing a second aspect of the software from being used;

9   posting said usage data to an external medium;

10   after said posting, allowing the second aspect of the software to be used.

1   9.   The method of claim 8 wherein the software is a song and the first and

2   second aspects are different portions of the song.

1   10.   The method of claim 8 wherein the software is an application program and

2   the first and second aspects are different capabilities of the application program.

1   11.   The method of claim 8 wherein the software is a game and the first and

2   second aspects are different portions of the game.

1   12.   The method of claim 8 further comprising:

2   receiving a payment for the software; and

3   upon receipt of the payment, uncoupling the advertisement from the software.

1 13. A server program for delivering software over a network, the software
2 including a record for recording usage data and a first advertisement that is being used in
3 conjunction with the software, the program comprising instructions for:
4   listing the software for access by a computer connected over the network;
5   linking to the computer;
6   providing the software to the computer while linked;
7   after the software has been provided, receiving the usage data from the computer,
8 the usage data indicating that a predetermined event has occurred and the software has
9 been disabled;
10   updating the software with a second advertisement and re-enabling the software.

1 14. The server program of claim 13 further comprising:
2   receiving a payment for the software; and
3   upon receipt of the payment, uncoupling the advertisement from the software.

1 15. The server program of claim 13 further comprising:
2   un-linking from the computer after the software is provided; and
3   re-linking with the computer for receiving the usage data.